

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 08356 190516Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
-----190609Z 002911 /22

R 180222Z APR 77
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 1225

UNCLAS BANGKOK 8356

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI

REF: USDOC 4522

1. THAILAND 2. CNTRY CODE: 549 3. SER. NO: 0043600

4. UNITED INDUSTRY LTD.

4A. CODE: K

5. 499/15-6 PETCHBURI ROAD, P.O. BOX 1486

6. BANGKOK, THAILAND

7. ESTABL: 1960 8. EMPL: 60 9. SIZE: (20-X) MEDIUM

10 REPUTATION: (22-X) GOOD

11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN
ORDER OF IMPORTANCE: LOCAL.

12. RPT.DATE: 04/77

13A. 35730/25 AGT. IMP. OF COMPUTERS AND RELATED EQUIP.
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13B. 35742/235 AGT. DIST.IMP. OF CASH REGISTERS

13C. 36610/25 AGT.IMP. OF TELEPHONE EQUIPMENT

13D. 36620/25 AGT.IMP. OF TELECOMMUNICATION EQUIPMENT

13E. 37512/235 AGT. DIST. IMP. OF MOTORCYCLES

13F. 33252/25 AGT.DIST. IMP. OF COMMUNICATION TESTING EQUIPMENT

13G. 17310/6 CONTRACTOR FOR INSTALLATION OF COMMUNICATION EQUIPMENT

14. CONTACT: MR. SUCHIN BENCHARONGKUL TITLE: MANAGING DIRECTOR

15. CABLE: UNIP BANGKOK 16. TELEX: NARITEL TH 2708

17. TEL. 282-8325 AND 281-8757

18. FINANCIAL REFS: BANK OF AMERICA, 297 SURIWONGSE ROAD, BANGKOK;
BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK.

19. TRADE REFS: MOTOROLA INC., COMMUNICATION DIV., 1301 E. AL-
GONQUIN ROAD, SCHAUMBURG, ILL. 60172.

20. AGENCY REP: MOTOROLA INC., COMMUNICATION DIV., 1301 E. AL-
GONQUIN ROAD, SCHAUMBURG, ILL. 60172, COMMUNICATION EQUIPMENT,
ACQ: 1960; FEDERAL SIGN & SIGNAL INT'L LTD., 138TH AND WESTERN
AVE., BLUE ISLAND, ILL. 60406, ELECTRONIC SIREN; COMMUNICATION
ASSOCIATES, INC., 200 MCKAY ROAD, HUNTINGTON STATION, N.Y.
11746, CAR RADIOS; HARLEY-DAVIDSON MOTOR CO., INC., 3700 WEST
JUNEAU AVE., MILWAUKEE, WISCONSIN 53201, MOTORCYCLES, ACQ: 1972;
GENERAL ELECTRIC CO., TELECOMMUNICATION PRODUCT DEPT., MOUNTAIN
VIEW ROAD, LYNCHBURG, VIRGINIA 24502, TELECOMMUNICATION EQUIP-
MENT, ACQ: 1974; STROMBERG CARLSON CORP., 100 TR CARLSON ROAD,
ROCHESTER, N.Y. 14603, TELEPHONE SYSTEMS; RAYTHEON CO., 141
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SPRING ROAD, LEXINGTON, MASS. 02173, MICROWAVE AND RADAR; TADIRAN,
TEL AVIV, ISRAEL, COMMUNICATION EQUIPMENT, ACQ: 1968; SHINWA
TSUSHINKI CO., LTD., TOKYO, JAPAN, COMMUNICATION EQUIPMENT, ACQ:
1972; ROD MAG S.R.L., BUENOS AIRES, ARGENTINA, CASH REGISTERS,
ACQ: 1975; AVION MARCEL DASSAULT, 78140 VELIZY VILLACONBLAY,
PARIS, FRANCE AIRCRAFT, ACQ: 1976.

21. SUBJECT FIRM WAS ESTABLISHED IN 1960 WITH AN AUTHORIZED
CAPITAL OF US\$500,000 TO ACT AS IMPORTER OF TELECOMMUNICATION
EQUIPMENT, TESTING EQUIPMENT FOR TRANSCEIVERS, COMPUTERS, CASH
REGISTERS, MOTORCYCLES AND AIRCRAFT FROM U.S. (75 PERCENT),
ISRAEL (10 PERCENT), U.K. (5 PERCENT), JAPAN (5 PERCENT) AND AR-
GENTINA (5 PERCENT). SUBJECT FIRM HAS A LEASED OFFICE OF ABOUT
150 SQ. METERS WITH A DISPLAY ROOM OF 20 SQ. METERS, LOCATED IN
ONE OF THE BUSIEST AREAS OF BANGKOK. IT EMPLOYS 60 PEOPLE
INCLUDING 10 SALESMEN. ITS TURNOVER IN 1976 WAS REPORTED TO BE
US\$4,500,000. MR. SUCHIN BENCHARONGKUL, THE PRESIDENT, IS A
PROMINENT BUSINESSMAN WHO HAS MAJOR INTERESTS IN THE FOLLOWING
FIRMS: NARAI HOTEL; VICTORY HOTEL; UNION BANGKOK TRADER CO.,

LTD. (IMPORTER OF COMMUNICATION EQUIPMENT, ELECTRONIC COMPONENTS AND PARTS); SYSTOMAT CO., LTD. (IMPORTER OF COMPUTERS); UNION SECURITIES & INVESTMENTS CO., LTD.; NARAI INT'L INSURANCE CO., LTD.; INT'L COLD STORAGE CO., LTD.; FAR EAST SECURITIES CO., LTD., CHAO PHYA COLD STORAGE COMNLTD.; CHAO PHYA MARKET CO., LTD.; THAI VIBUL CO., LTD. (IMPORTER OF PHARMACEUTICALS); EASTERN UNION ENTERPRISE CO., LTD. (IMPORTER OF GENERAL COMMODITIES FROM RED CHINA). SUBJECT FIRM IS A MEMBER OF THAI AND CHINESE CHAMBERS OF COMMERCE. A LOCAL BANK REPORTS FAVORABLY ON SUBJECT FIRM STAT-
ING THAT IT HAS MAINTAINED A WELL CONDUCTED ACCOUNT SINCE 1972 AND THAT CREDIT FACILITIES TO SUBJECT FIRM HAVE BEEN USED TO THE BANK'S SATISFACTION. IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

2. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY
AT AMEMBASSY BANGKOK
WHITEHOUSE
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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 18-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BANGKO08356
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770135-0231
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1977/newtext/t19770448/aaaabprw.tel
Line Count: 139
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Litigation Codes:
Litigation History:
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Message ID: 65cccba3-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Review Date: 30-Nov-2004 12:00:00 am
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2780531
Secure: OPEN
Status: NATIVE
Subject: WTD/FTI
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/65cccba3-c288-dd11-92da-001cc4696bcc
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